Permit #F00021651

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00021651 **Type of Permit:** FILMING **Release Date:** 11/03/2009

Production Company PUBLICIS

Insured Company Name PUBLICIS
Contact Phone No. 1 310-394-4214
Contact Phone No. 2
Fax
Address 4 HAROLD SQUARE, 950 6TH AVE
NEW YORK, New York 10001

Production Title PROCTOR & GAMBLE CREST

Type of Production Commercial - Standard

Producer Samantha Storr

Director Mark Gilbert

1st AD Anthony Dimino

Production Manager Collette Coyne

FilmL.A. Coordinator Naomi Kajiyama

Location Manager Josh Hughes
Primary Phone Mobile - 323-833-9809
Secondary Phone Office - 310-394-4214

Location Assistant na na
Primary Phone Office - 000-000-0000
Secondary Phone

Fees

Posting 600	$52.00
Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE SAFETY OFFICER	$1,152.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00
LA CITY DEPT OF REC AND PARKS BASECAMP ONLY USE FEE	$450.00

Total Permit Fee $2,519.00

Number of Locations 1

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Summary Information — Location

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Location Manager Josh Hughes
Primary Phone Mobile - 323-833-9809
Secondary Phone Office - 310-394-4214

Location Address 2318 W Live Oak Dr, Los Angeles, CA, 90068

Location Names

Location Type Private Residence

Location Description

Film Dates 11/4/2009 - 11/4/2009 07:00 - 00:00

Open or Closed to the Public Closed

Generic Conditions
Community Survey Obtained
Must comply with attached conditions
Must comply with attached Rec & Park Conditions
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached documents
The Oaks July 2009.pdf
Publicis.PGCrest.21651.AL.pdf
Publicis.PGCrest.21651.PARK.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	3
Camera cars	50
Cast/Crew vehicles	45
Cube Trucks	4
Generator	1
Motor Homes	1
Stakebed Trucks	1
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	50
LA City UFSO assigned	24477
Off-Duty/Retired LAPD Officer(s)	1

Filming Activities Interior and exterior dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note No park monitor required at Griffith Park - Fern Dell Section 9 Lot

Coordinator Note UFSO required 11/4 0700-2359 hrs (UFSO hours confirmed with FF Medina)

Parking

Base Camp
Location Type : LA City Park
Street : Griffith Park - Fern Dell Section 9 Lot (0600-2300 hrs)

Crew Parking
Location Type : LA City Park
Street : Griffith Park - Fern Dell Section 9 Lot (0600-2300 hrs)

Posting "No Parking" signs W/S Live Oak Dr., 2318 Live Oak Dr - North 300'

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Location Manager Josh Hughes
Primary Phone Mobile - 323-833-9809
Secondary Phone Office - 310-394-4214

E/S Mountain Oak Dr., Live Oak Dr - South 300'

Approximate Footage 301 - 600
Log Number 1006327

Date(s) 11/4/2009 to 11/4/2009
Time(s) 06:00 to 22:00

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SPECIAL FILMING CONDITIONS
THE OAKS AREA (LOS FELIZ)

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The Oaks area of Los Feliz is located north of Los Feliz Boulevard and west of Griffith Park/Ferndell Drive. The area is characterized by very narrow, steep, winding streets and there are few streets or sections that can safely accommodate equipment or cast/crew parking. It is an area that presents special filming problems. The following Special Filming Conditions have been established to address the public safety concerns raised by motion picture production activities:

- **Affected residents must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*
- **Production companies must also contact the Oaks Area Homeowners Association representative, Ms. Susan Swan at (323) 463-2463 or (323) 469-4169** at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.
- **Cast and crew are not permitted to park on area streets.** Off-street parking must be provided.

NOT A PERMIT FilmL.A. Inc.

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Appointment of Film Permits Unlimited, Inc. As Authorized Agent and representative

I certify that I am a representative of Hello! Publicis ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 11/2/09

Hello! Publicis
Name of Principal

By: _____
Representative's Signature

Colette Coyne
Print Representative's Name

production supervisor
Representative's title

1641 N Ivar St
Los Angeles CA 90028
Principal's Address

323-465-9494
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

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PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Failure to comply with these conditions will be in violation of your film permit and may result in revocation of permit.

- NO vehicles or heavy equipment allowed on turf unless otherwise approved by the Park Film Office.
- MUST remove all self-generated trash. Use of City dumpsters or trashcans is prohibited.
- MUST work around park activities. NO exclusive use of park.
- MAY NOT block service roads, driveways, or parking lot access.
- MAY NOT park in handicap or electric vehicle parking stalls.
- NO alterations to park property unless otherwise approved by the Park Film Office.
- MUST provide own gate and overnight security.
- NO staking or drilling into turf, rocks, trees, or asphalted areas unless otherwise approved by the Park Film Office.
- MUST provide own restroom facilities.
- Smoking is only allowed in designated areas specified by a Park Film Monitor or Fire Marshall.
- If no monitor or Fire Marshall is assigned; there will be no smoking with the exception of an actor smoking while performing or a part of the scene.
- The designated smoking area may not be near any patron activity or facility. Large sand or water filled buckets must be placed in this area for disposal of tobacco products.
- The designated area may be revoked or not allowed at all depending on weather and location conditions.
- Failure to comply with these smoking guidelines may result in a fine.

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PUBLICIS
'P & G Crest'
(FERN DELL SECTION 9 LOT)

NOT A PERMIT

- MUST adhere to Monitor's instructions at all times. Monitor's instructions or judgment may override written guidelines.
- Must post own security guard at entrance gate with copy of permit at sunset or risk having all cars ticketed by DOT.
- Must park all vehicles legally in the lot. May not park any cars along the street.
- If cars are parked on the street and get ticketed the Park Film Office will not contest the tickets.
- May not block any parking lot entrances or driveways.
- Must maintain access to the dumpsters.
- Must leave minimum of 10 parking spaces for park patrons.
- Company and Park Monitor must ensure that park gates are open for when the vehicles exit and enter the park to make sure that trucks do not idle in front of homes.
- ***MUST POST A GUARD AT THE ENTRANCE GATE WITH PERMIT IN HAND WHEN THE RANGER COMES TO LOCK THE GATE TO LET THEM KNOW THAT THEY ARE PERMITED THERE SO THEY WON'T GET LOCKED IN.***

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